~Advanced Digital Marketing Course~

Total Modules Covered - **48**

Total Certificates – **15**

Course Duration – **3 Months**

All Including Fee Just – **Rs 21,000**

Minimum Qualification– **No Technical Knowledge Required**

~ Modes Of Batches ~	
Regular Batch	Mon, Tue, Wed, Thru
Friday & Saturday	Doubt and Practical Practice
Sunday Batch	Sunday Only
Online Classes are also Available	

~Why ITTCD~

- ➤ Google Certified Trainer
- ➤ One FREE Demo Class
- ➤ 3 Months Internship Available Here
- ➤ Free Unlimited Doubt Session
- ➤ 100 % Placement Assistance
- ➤ Lifetime Career Support
- ➤ Online & Classroom Classes
- ➤ Affordable Training Fee
- ➤ Corporate Level Training
- ➤ 4.9/5 Students Feedback
- ➤ 100% Placement Record
- ➤ 15+ Certificates in 3 Months
- ➤ Interview Preparation
- ➤ Personality Development program
- ➤ Help in Earn Money Online

~Total 15 Certificates~

- ➤ Google AdWords Fundamental
- ➤ AdWords Search Certification
- ➤ AdWords Display Certification
- ➤ AdWords Mobile Certification
- ➤ AdWords Video Certification
- ➤ AdWords Shopping Certification
- ➤ Google Analytics Certification
- ➤ Digital Sales Certification
- ➤ Mobile Sites Certification
- ➤ Bing Ad Certification
- ➤ Hubspot Inbound Certification
- ➤ ITTCD Certification
- ➤ Content Marketing Certification
- ➤ Email Marketing Certification
- ➤ Internship Certification

~Module 1: Digital Marketing Overview~

➢ What is Digital marketing and Its Benefits?
➢ Types of Marketing and Its uses
➢ Future of Digital Marketing
➢ FAQ in Digital Marketing
➢ Who can Learn Digital Marketing Course?
➢ Types of Job and Salaries in DM Industry

~Module 2: Website Structure~

➢ What are websites and its benefits?
➢ What is in website and how to create website?
➢ Deference between static and dynamic Website?
➢ What is Website Designing Language
➢ Website in HTML and Word Press
➢ Brief about HTML, CSS, JavaScript

~Module 3: Domain and Hosting~

➢ What is Domain and Web Hosting?
➢ Types of domain extension
➢ Types of Web Hosting
➢ How to Buy Domain and Hosting?
➢ What is Name Server and DNS Setting
➢ Uploading website on Server
➢ What are SSL and Its benefits?
➢ Cpanel and FTP
➢ Business Email id

~Module 4: HTML Website Creation~

➢ What is HTML website?
➢ how to create a simple web page
➢ Adding web links and images.
➢ Imp HTML Tag
➢ Adding Google Map, Enquiry Form and Live Chat
➢ How to Live HTML Site and it's Customization
➢ Free HTML Template

~Module 5: Word Press Website Creation~

- Website in Word press
- Wordpress.com vs. Wordpress.org
- How to create Word press website
- Menu, category, tag, post, widgets and page
- Shopping website in Word press
- Adding Google map, enquiry form and live chat
- Customization in Word press
- Free theme and plug-in in Word press

~Module 6: Google Algorithms~

- Why Algorithm Update Imp?	- Google Pigeon Algorithm
- Google Panda Algorithm	- Google Caffeine Algorithm
- Google Penguin Algorithm	- Google Payday Algorithm
- Google Hummingbird Algorithm	- Google Pirate Update
- Google Mobile Friendly Update	- Google Top heavy Update
- Google EMD Algorithm	- Google Possum and Fred Update
- Google Rank brain Update	- How to update self about Algorithm

~Module 7: Keywords Research & Planning ~

- What are Keywords and its important
- Type of Keywords
- How to Research Keywords for any Business
- LSI Keywords and Keywords Proximity
- Keyword Density, Keyword Stuffing & Keywords Competition
- How to use Google keyword planner?
- Where keywords can be used?

~Module 8 : Advanced SEO Course~

Session 1 : Introduction to SEO –	**Session 2 : SEO OnPage –**
- Introduction of SEO and Benefits	- Initial Site Analysis
- Types of SEO & Use of SEO	- Competitor Analysis
- Search Engine Spider	- Page Mapping of Keywords
- What is SERP	- Keywords Placement
- What is Website Traffic Rank	- Title & Meta Tag Optimization
- Back links and its important	- Site Structure Analysis
- Imp Web Browser Extension	- URL Optimization
- Domain and Page Authority	- H1, H2, H3 Tags Optimization

Session 3 : SEO On Page –
- Anchor Text
- Creating of Favicon
- Paragraph Optimization
- HTML Validation
- No follow & do follow Links
- Internal/External Links
- Image Optimization
- Outbound/Inbound Links
- Sitemap.xml

Session 4 : SEO On Page –
- Canonical Tag Optimization
- Robots.txt
- Checking Keywords Ranking
- 404 Error Removal & Redirects
- Custom 404 Page
- 301 / 302 redirection
- Header & Footer Optimization
- Schema(Google Structure Data)
- Open Graph & Twitter Card

Session 5 : SEO Off Page –
- Social Bookmarking
- Blog Commenting
- Blog Posting
- Article Submission
- Image Submission
- PPT Submission
- PDF Submission
- Info Graphic Submission

Session 6 : SEO Off Page –
- Video Submission
- Web 2.0 Submission
- Free Classified Submission
- Google Map Creation
- Address Verification
- Question & answering
- Guest Posting
- Local Business Listing

Session 7 : Google Search Console –
- Brief introduction
- Benefits for website and app
- Setup and Verification website

Session 8 : Google Analytics Tool –
- Brief introduction
- Benefits for website and app
- Setup of Google analytics

Session 9 : Reporting –
- SEO Reporting
- Keyword Ranking Reporting
- Website Analyzing Reporting
- Competitor analysis Reporting
- User Traffic Reporting

Session 10 : Important Activity –
- Algorithm Penalty Control
- SEO Audits
- Local SEO
- SEO factors for Interviews
- Business Planning

~Module 9: Top SEO Tools and Uses~

- Semrush, Ahref, Plagiarism checker and Similar web
- Disavow tool
- Page Speed Insight
- Google Mobile Friendly Tool
- Google Keywords Planner tool
- Alexa Traffic Rank
- And more tools

~Module 10: Advanced SMO Course~

Session 1: SMO Basics
- Introduction to Social Media
- Advantages Over Online Marketing
- How Social Media is affecting Google Search
- How to generate Word of mouth
- Integrating social media into website & blogs

Session 2 : Twitter Optimization
- Introduction to Twitter
- Twitter Profile
- Followers, Following, Tweeting
- Twitter Setting
- How to increase Followers
- Twitter Analytics
- Twitter Tools Guidelines

Session 3: YouTube Optimization
- YouTube Profile
- Creating YouTube Channel
- Uploading video and optimization
- Increase Video Views
- Increase Subscriber
- Social sharing and comments
- Channel Optimization Setting
- Create Multiple Channel
- Video Promoting Tips

Session 4: Facebook Optimization
- Introduction of Facebook
- Social Media Strategy
- Facebook Pages , Events & Groups
- Market Place Selling
- Reach, Impression & Engagement
- Facebook Insight
- Competitor Analysis
- Post on Facebook Professionally
- Advantages and challenges

Session 5: Instagram Optimization
- Introduction of Instagram
- Instagram Promotion strategy
- Instagram Profile for personal
- Instagram Profile for Business
- How to link With Facebook
- Use IGTV and Reels
- How to Increase followers
- Using #tag
- Advantages and challenges

Session 6: LinkedIn Optimization
- Introduction to LinkedIn
- Creating Profile and settings
- Increasing reach and visibility
- LinkedIn Groups
- Creating Company Page
- Increase Connection
- Article posting in LinkedIn
- Report and Analysis
- Using #tag

~Module 11: Facebook Marketing~

➢ Overview Facebook Marketing
➢ Types of Facebook Advertising
➢ Creating first ad on Facebook
➢ What are Objective for ads Creation
➢ Create Pixel Code for conversion
➢ Facebook with Instagram Marketing
➢ Facebook ad Manager and Power Editor
➢ Facebook Targeting Options
➢ Retargeting or Facebook Remarketing
➢ Facebook Page Management
➢ Report and ROI Calculation

~Module 12: Instagram Marketing~

➢ Creating a Business Page
➢ Types of Ads in Instagram
➢ How to Increase Followers on Instagram
➢ Strategy How to Drive Engagement
➢ Switching Accounts, Real's Marketing
➢ Lead Generation through Instagram
➢ Strategy and Planning
➢ Tracking and Conversion
➢ Report and ROI Calculation

~Module 13: LinkedIn Marketing~

➢ Understanding of LinkedIn Marketing
➢ Types of LinkedIn Advertising
➢ Creating first ad on LinkedIn
➢ Create ad for Business Promotion
➢ Setting Campaign and optimization
➢ Implement Conversion Code
➢ Getting Leads in LinkedIn
➢ Report and ROI Calculation

~Module 14: Twitter Marketing~

➢ Understanding of Twitter marketing
➢ Types of Twitter Advertising
➢ Creating first ad on Twitter
➢ Setting Campaign and optimization
➢ Create Conversion Code
➢ Twitter Card For ad Creation
➢ How to Increase followers and engagement

- ➤ Traffic and Leads Generation
- ➤ Report and ROI Calculation

~Module 15: Viral Marketing~

- ➤ Understanding About Trends
- ➤ Searching Google Trends
- ➤ Creating Content for Viral Marketing
- ➤ Country Wise Trending

~Module 16: True Caller Marketing~

- ➤ Introduction of True Caller
- ➤ True Caller Profile
- ➤ Business Verification
- ➤ True Caller Campaigns
- ➤ How to Create Ads
- ➤ Reporting and Analysis

~Module 17: Quora Marketing~

- ➤ What is Quora and benefits?
- ➤ How to Drive Traffic from Quora
- ➤ Keys to Success on Quora
- ➤ Learn How to Avoid Common Mistakes Using Quora
- ➤ How to Properly Set up Your Account
- ➤ How to create advertising on Quora
- ➤ Reporting and Analysis

~Module 18: PPC with Google Ads~

Session 1 : Google Ads Fundamental

- ➤ What is Google Ads
- ➤ Setting up Google Account Creation
- ➤ Billing Methods
- ➤ Types of Google Advertising
- ➤ Recent updates in Ads
- ➤ Account structure in Ads
- ➤ Ads Account Limits
- ➤ IP Address Exclusion
- ➤ Guideline of Google Ads
- ➤ What is CTR, Imp, CPC, CPM, CPA etc

Session 2 : Campaign Design

- ➤ What is Campaign & Types
- ➤ What is Smart Camp
- ➤ Creating First Campaign
- ➤ Location & Language Settings
- ➤ Networks and Devices
- ➤ Types of Bidding
- ➤ Budget Settings
- ➤ Ad Scheduling
- ➤ Advanced Setting
- ➤ Ad delivery and Ad Rotation

Session 3: Ads Imp tool
- Opportunities
- Change History
- Giving Account Access Levels
- Keywords Planner
- Ad Preview and Diagnosis
- My Client Center(Manager account)

Session 4 : Ads Certification
- Google Ad Certification Exams
- Exam Format and Pass Percentage
- Sample Exam Questions
- PPC Interview Questions
- Exam Guides in PDF
- Imp of Certification

~Module 19. Search Advertising~

Session 1 : Search Ads & Keyword
- Create search ads campaign
- Using Types of Goal in Search Ads
- Keyword Match Types
- Broad Match
- Phrase Match
- Exact Match
- Negative Match
- Broad Match Modifier
- Dynamic Search ads

Session 2 : Optimization of Campaign
- What is Ad Rank
- Improve Ad Rank
- What is Quality Score
- Factors Improving QS
- Reduce CPC
- Relation between QS and CPC
- Types of Bidding
- Flexible Bidding strategies
- Customize and optimize Bidding

Session 3 : What is Shared Library
- What is Shared Library
- Types of Shared Library
- Audience manager
- Shared Budget
- Portfolio Bid strategy
- Negative Keywords List
- Placement Exclusion
- Shared location

Session 4 : Ad Extension
- Location Extension
- Site links Extension
- Call Extension
- App Extension
- Price Extension
- Call Extension
- Callout Extension
- Lead form Extension and more

Session 5 : Other Ads Term
- Filters and Segments
- Column Customization
- Search Terms
- Auction Insights
- Keyword Reports
- Automated Rules
- Keyword Diagnosis Tool

Session 6 :Tracking Conversion
- What is Conversion
- Types of Conversions
- Implementing Conversion Tracking
- Conversion Reports
- Practical Case Study
- ROI Calculation
- Thank you Page Optimization

Session 7: Campaign Reporting	**Session 8 : Google Analytics Tool**
➢ Ad Clicks Reporting ➢ Performance Reporting ➢ CPC Reporting ➢ Conversion Reporting	➢ How to Linked Google Ads with Google Analytics ➢ Get Live User via Paid Advertising, Traffic checking of Google Ads

~Module 20 : Display Advertising~

➢ Types of Goals in Display Campaign
➢ Create a First Campaign
➢ Why to choose Display ads
➢ Concept of CPM Bid Strategy
➢ Types of Audience Targeting
➢ Ad Formats for Display Network
➢ Display Ad Scheduling & Delivery
➢ Content Targeting
➢ Create Image/Banner ads
➢ Dynamic Display ads
➢ Tracking conversion and Report

~Module 21 : Video Advertising~

➢ Importance of Video Advertising
➢ Creating a First Video Campaign
➢ Setting a Video Campaign
➢ Types of Audience Targeting
➢ YouTube Targeting Methods
➢ Bidding Types
➢ Type of YouTube Ads
➢ Reporting and Analysis
➢ Ad Formats in Video ads
➢ Reporting and Analysis

~Module 22 : App Advertising~

➢ Importance of App Advertising
➢ Creating a First App Campaign
➢ Setting a App Campaign
➢ Bidding Types
➢ App Ads Placement
➢ Tracking and Report

~Module 23 : Shopping Advertising~

- Importance of Shopping Advertising
- Create Google Merchant Center Account
- Creating list of Products For ads
- Linked Account to Google Merchant Center
- Creating a First Shopping Campaign
- Setting a Shopping Campaign
- YouTube Targeting Methods
- Bidding Types
- Type of Shopping Ads
- Tracking conversion and Report

~Module 24 : Dynamic Remarketing Ads~

- Importance of Dynamic Remarketing Ads
- Creating a First Dynamic Campaign
- Setting a Dynamic Campaign
- Types of Dynamic remarketing
- Tracking and Report

Module 25 : PPC with Bing ads

- What is Bing PPC
- Future of Bing PPC
- Create 1st PPC Campaign
- Guideline of Bing PPC
- Optimization of Bing PPC
- Keyword Binding
- Keyword Research
- Conversion Tracking
- How to improve Quality Score
- User Experience For Landing Page
- Other Important Bing PPC Activity
- Campaign Report

Module 26 : PPC with Yahoo ads

- What Is Yahoo Ads And Why It Is Different From Other Search Engines
- Type of Yahoo Ads
- Creation of 1st Yahoo Ads Campaign
- Keyword Research
- Tracking and Reporting

Module 27 : YouTube Marketing

- Why You Should Be Marketing On YouTube
- YouTube Demographics
- YouTube Updates and Guideline
- How to Optimize Your YouTube Channel
- Create a YouTube Account for Your Business
- Creating and Branding a YouTube Channel
- Optimizing Your Videos for SEO
- How to Increase Followers and Views
- Building a YouTube Marketing Strategy
- Understanding YouTube Analytics
- Running a YouTube Advertising Campaign

Module 28 : Mobile Marketing

- Importance of Mobile Marketing
- Benefits of Mobile Marketing
- Types of Mobile Marketing
- Mobile Marketing Strategy
- How can I improve my mobile marketing?
- Installing and Uploading Apps on Android and IOS
- What is Mobile Social Media Marketing?
- Promoting Apps Techniques

Module 29 : Inbound Marketing

- Overview of Inbound Marketing
- Essentials of an Effective Inbound Strategy
- Optimizing Your Website for Search Engines
- Convert Visitors in Leads
- Creating Content with a Purpose
- The Fundamentals of Blogging
- Amplifying Your Content with Social Media
- Enticing Clicks with Calls-to-Action
- The Anatomy of a Landing Page
- Optimization Thank You Page
- Sending the Right Email to the Right Person
- HobSpot Inbound Marketing Certification

Module 30 : Leads and Traffic Generation

- What is Leads?
- How to Get Relevant Leads?
- Importance of Leads Generation
- How to increase Leads Online?
- Role of landing page
- Role of thank you page
- Converting Visitors into Lead and Sales
- What is Traffic and Type of Traffic
- How to analyze & Track Traffic (Google analytics)
- Ways to Increase Traffic

Module 31: Affiliate Marketing

- What is affiliate Marketing
- Cost per sale(CPA)
- Cost per Leads(CPL)
- Cost per click(CPC)
- Affiliate Marketing Basics
- Introduction to Advertisers
- Introduction to Publishers
- How to be a successful Publisher?
- How to manage Affiliate Network Accounts?
- Introduction to top Affiliate Network
- Top five Affiliate Network Understanding
- How to choose a Suitable Affiliate?
- How to make money via Affiliate Marketing
- Affiliate Marketing Success Stories

Module 32 Google Analytics

- Understanding Google Analytics
- How Google analytics Works and benefits for website and app?
- Google analytics Account Structure
- Setup an Google analytics account for website or apps
- Guideline of Google analytics account
- How to add analytics code in website/app
- Understanding Real Time Visitors
- Tracking of audience in GA
- Tracking of traffic source in GA
- Tracking Traffic for Page Visitors
- Understanding Goal and Conversion
- Difference between Bounce Rate and Exit Rate
- Technique reduce bound rate

- How to integrate Google Ads in Google analytics?
- Observing paid marketing Campaign in Google analytics
- Know about other activities in Admin Section
- How to generate Company Oriented report in GA

Module 33 : Google Search Console

- Introduction of Google Search Console
- Importance of Google Search Console.
- Setting Up Google Search Console Tools Account
- Adding Websites to Google Search Console
- Tracking the performance of website in Google Search Console
- Checking Crawling Status , Crawling Errors and Indexing Status
- How to add sitemap in Google Search Console
- How to work the Inspection of page
- How to check Google Structure data, Rich card and Highlighting
- How to remove 404 errors in Google Search Console
- Using Google Link Disavow Tool
- New Advance Activities in Google Search Console
- Internal Link and back links Analysis

Module 34 : Bing Webmaster Tool

- Introduction of Bing Webmaster Tools
- Importance of Bing Webmaster Tools.
- Setting Up Bing Webmaster Tools Account
- Adding Websites to Bing Webmaster Tools
- Tracking the performance in Bing Webmaster Tools
- Checking Crawling Status ,
- Crawling Errors and Indexing Status
- How to add sitemap in Bing webmaster tool

Module 35 : Google Ad Sense

- What is Ad Sense
- Benefits of Google Ad Sense
- How to get Website approval for Ad Sense
- Guideline of Google Ad Sense
- Using Google Ad Sense account interface for YouTube & website
- Types of ads and Category
- How to place ads code in website or blog
- Optimize and manage Google Ad Sense account
- How to allow or disallow ads on blog/website
- How to add many website in one Ad Sense account

➢ How to create Performance Reports
➢ When to Get money from Google Ad Sense account

Module 36 : Google Map Creation

➢ Importance of Google Map Creation
➢ Creating a Google Map for Business
➢ Verification of Google Map
➢ Setting a Google Map
➢ Optimization of Google Map
➢ Google Map Promotion

Module 37 : Bing Map Creation

➢ Importance of Bing Map Creation
➢ Creating a Bing Map
➢ Setting a Bing Map
➢ Optimization of Bing Map
➢ Bing Map Promotion

Module 38: ORM Techniques

➢ Basics of Online Reputation Management
➢ Introduction to Social Media
➢ Online Monitoring/Brand Monitoring
➢ How to Analysis clients Business
➢ Engaging with customers
➢ Building Positive links
➢ Why importance of ORM
➢ ORM Techniques
➢ Business Listing
➢ Wikipedia business page
➢ Create profile on other social sites
➢ Creating Positive Reviews
➢ Manage Comment and Rating

Module 39: E-mail Marketing

➢ Introduction to Email Marketing
➢ Email as Conversation
➢ Creating the HTML Email
➢ Types of Email Marketing
➢ Landing Pages Optimization
➢ How to Create Mailing List
➢ How to Observe Spam words
➢ Top Email marketing software and online tools
➢ How to set up auto responders

- How to land in inbox instead of spam folder
- Improve ROI by the help of A/B Testing
- Metrics & Measurement

Module 40: SMS/WhatsApp Marketing

- SMS Marketing
- Types of SMS Marketing
- Benefits of SMS Marketing
- How to Write Effective whatsapp Content
- How to Use Whatsapp marketing Tools

Module 41: Content Marketing

- What is content marketing
- Benefits of content marketing
- Content Marketing Strategy
- Content marketing responsibilities
- Create content based On Products
- Optimize that content for SEO
- Manage social media
- Create Unique and shareable content
- Tutorial and events based content
- Content Spinning
- Grammar checker tool
- Duplicate Content Checker tools
- Blog, article and content in image submission

Module 42: Ecommerce Marketing

- Understand Ecommerce Marketing
- Benefits of Ecommerce Marketing
- Different Type of Ecommerce Marketing
- Top Ecommerce website in the world
- Ecommerce Marketing scenario in India
- How to do Promote Ecommerce Website
- Perfect Ecommerce Marketing Strategy
- Product Wise Promotion

Module 43: Influencer Marketing

- What is Influencer Marketing
- Benefits of Influencer Marketing
- Understanding It Works
- Influencer Marketing Tools

Module 44: Canva Editing

- What is Canva
- Benefits of Canva Tools
- Understanding Canva Setting
- Customize Editing
- Creating Image for Social Post and Ads

Module 45: Marketing Place Selling

- What is Market Place Selling
- How to sell on Amazon
- How to Sell on Flipkart & Others
- How to Optimize Products
- Essential Thins to be Great Seller

Module 46: Blogging

- What is blogger
- Benefits of blogging
- How to create Blog on BlogSpot
- How to create blog on Word Press n other blog website
- How to create new post
- How to create page
- Earn Money from Blogging
- How to customize and manage setting
- How to promote blog website

Module 47: Online Earning Secretes

- Trainer will teach all earning things In Class

Module 48: Interview Preparation

- Resume Writing
- Learn Company Needs
- Personally Development Tips
- Projects Details Discussion
- Work Exp Details
- How to Apply Job
- How to Get Perfect Job Based On Skills

Who Can Join Digital Marketing Course?

- Job Seeker
- Working Professional
- Entrepreneur
- Startup Business
- Housewives

Note: Here Training Also Available for Winter Training Projects, Summer Training and Internship Program.

---------------------**Join Today Our Digital Marketing Program**--------------------

BEST OF LUCK